

Social Media Toolkit

Title: The Great American Smokeout (November 21, 2019)

For use during week November 11-November 17, 2019

Launch Date: 10/28/2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit will provide Facebook and Instagram posts; sample Tweets and Hashtags that have to do with quitting smoking and are centered around the Great American Smokeout, which takes place the third Thursday in November each year. This year the date will be **November 21, 2019**.

More than 34 million Americans still smoke cigarettes, and smoking remains the single largest preventable cause of death and illness in the world. Smoking causes an estimated 480,000 deaths every year, or about 1 in 5 deaths. And more than 16 million Americans live with a smoking-related disease. While the cigarette smoking rate has dropped significantly, from 42% in 1965 to 14% in 2017, the gains have been inconsistent. Some groups of Americans suffer disproportionately from smoking-related cancer and other diseases, including those who have less education, who live below the poverty level, or who suffer from serious psychological distress, as well as certain racial and ethnic groups, and lesbians, gays and bisexuals.¹

Seven out of 10 smokers want to quit--yet continue to smoke. However, people have quit smoking successfully, as there are approximately 46 million former smokers in the United States today, proof that smoking cessation is an achievable goal.²

Tobacco contains nicotine, an addictive substance.³ Nicotine produces physical and mood-altering effects in the brain that are temporarily pleasing, resulting in dependence. Stopping use of tobacco causes withdrawal symptoms, including irritability and anxiety. The toxic effects of tobacco result in smokers having much higher rates of heart disease, stroke and cancer than nonsmokers do.⁴

Addiction to nicotine in cigarettes is one of the strongest and most deadly addictions one can have and quitting is very difficult. Quitting takes commitment and starts with a plan, often takes more than one quit attempt, and requires a lot of support. People who smoke are strongly advised to use proven cessation methods, such as prescription medications and counseling. Quitting smoking improves health immediately and over the long term--at any age.

What is the Great American Smokeout?

The idea for the Great American Smokeout grew from a 1970 event in Randolph, Massachusetts. Mr. Arthur P. Mullaney, a Guidance Counselor at Randolph High School asked people to give up cigarettes for a day and donate the money they would have spent on cigarettes to the high school scholarship fund. This became an annual event and the idea spread to other states. For example, in 1974, Lynn R. Smith, editor of the *Monticello Times* in Minnesota, spearheaded the state's first D-Day, or Don't Smoke Day. In 1976, the California Division of the American Cancer Society got nearly 1 million people who smoke to quit for the day. That California event marked the first official Smokeout, and the American Cancer Society took it nationwide in 1977. Since then, there have been dramatic changes in the way the public views tobacco advertising and tobacco use. Many public places and work areas are now smoke-free – this protects non-smokers and supports people who smoke who want to quit.

The Great American Smokeout is an opportunity for people who smoke to commit to healthy, smoke-free lives--not just for a day, but year-round. This event provides an opportunity for individuals, community groups, businesses, health care providers, and others to encourage people to use the date to make a plan to quit, or plan in advance and initiate a smoking cessation plan on the day of the event. The Great American Smokeout event challenges people to stop smoking and helps people learn about the many tools they can use to help them quit and stay quit.

Target audience/high-risk subsets

**Describe target audience*

People who still smoke

**Describe high-risk or sub-populations, if appropriate*

None

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[American Association for Respiratory Care](#)

[American Lung Association](#)

[Centers for Disease Control and Prevention](#)

[Foundation for a Tobacco Free World](#)

[National Jewish Health](#)

[Smokefree.gov](#) (part of the U.S. Department of Health and Human Services' efforts to reduce smoking rates in the United States)

[The American Cancer Society](#)

References

¹American Cancer Society. (2018, September 11). History of the Great American Smokeout Event. Retrieved on 10/21/19 from: <https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout/history-of-the-great-american-smokeout.html>

²Martin, Terry. (2019, August 21). All About the Great American Smokeout. Verywellmind.com. Retrieved on 10/21/19 from: <https://www.verywellmind.com/all-about-the-great-american-smokeout-2825314>

³U.S. National Library of Medicine. (2019, October 2). Nicotine and tobacco. Retrieved on 10/22/19 from: <https://medlineplus.gov/ency/article/000953.htm#targetText=Tobacco%20is%20a%20plant%20grown,been%20able%20to%20quit%20smoking.>

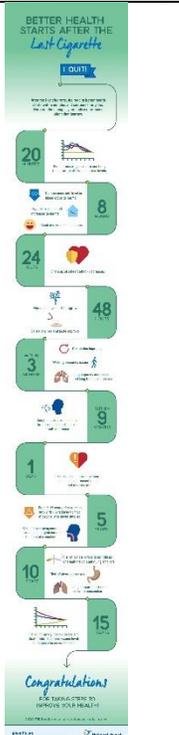
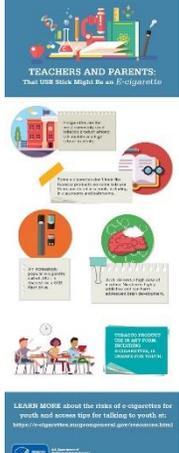
⁴Mayo Clinic. [n.d.] Nicotine Dependence. Retrieved on 10/21/19 from: <https://www.mayoclinic.org/diseases-conditions/nicotine-dependence/symptoms-causes/syc-20351584>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student																																		
Estimated time used to create	9 hours																																		
Date submitted	10/23/19																																		
DUE date & TARGET date for release (Monday)	Due Date: There was no due date for this optional toolkit. However, it was thought that if it could be released two weeks or so before the Great American Smokeout on November 21, 2019, that it would be useful. So target date for release is October 28 or (fallback date) November 4, 2019																																		
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>10/24/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Kim Trowbridge</td> <td>10/25/19</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	10/24/19	AL			Kim Trowbridge	10/25/19	KT	KT	KT															
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<p>Approvers Instructions</p> <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																																			
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>						Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.																						
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																		
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>12</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>3</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	12	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	3	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional							
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FACEBOOK

Facebook 1	
Facebook 2	
Facebook 3	
Facebook 4	
Facebook 5	

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.nationaljewish.org/health-insights/health-infographics/chemicals-in-cigarettes-and-tobacco	What's burning when you light up?	10/21/19	Source: National Jewish Health
Facebook 2		https://www.nationaljewish.org/health-insights/health-infographics/better-health-starts-after-the-last-cigarette	Better health starts after the last cigarette.	10/21/19	Source: National Jewish Health
Facebook 3		https://www.cdc.gov/tobacco/infographics/youth/index.htm	None	10/21/19	Source: Centers for Disease Control and Prevention

<p>Facebook 4</p>		<p>https://www.cdc.gov/tobacco/basic_information/health_effects/respiratory/index.htm</p>	<p>Smoking is the leading cause of COPD</p>	<p>10/22/19</p>	<p>Source: Centers for Disease Control and Prevention</p>	
<p>Facebook 5</p>		<p>https://www.cdc.gov/tobacco/infographics/secondhand-smoke/index.htm#chemicals</p>	<pre></pre>	<p>Secondhand Smoke</p>	<p>10/22/19</p>	<p>Source: Centers for Disease Control and Prevention</p>

TWEETS

Twitter best practices

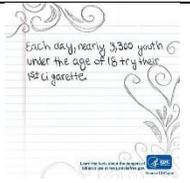
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Smoking is one of the leading causes of heart disease and stroke. At least 70% of cigarette smokers see a clinician annually , and most want to quit. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 2	The American Cancer Society's Great American Smokeout —which takes place on November 14, 2019—is the perfect time to encourage people in your practice or community to quit tobacco. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 3	Smokefree.gov offers free text messaging programs that give 24/7 encouragement, advice, and tips for becoming smokefree and being healthier. Visit https://smokefree.gov/tools-tips/text-programs
Tweet 4	Smoking harms nearly every organ of the body, causing many diseases and affecting the health of smokers in general. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 5	Secondhand smoke exposure contributes to approximately 41,000 deaths among nonsmoking adults and 400 deaths in infants each year. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 6	Tobacco smoke is a toxic mix of more than 7,000 chemicals. When these chemicals get deep into your body's tissues, they cause damage. Over time, the damage can lead to disease. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 7	Smoking causes an estimated 480,000 deaths every year, or about 1 in 5 deaths. And more than 16 million Americans live with a smoking-related disease. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 8	Chronic Obstructive Pulmonary Disease (COPD) is usually caused by smoking. Smoking accounts for as many as 8 out of 10 COPD-related deaths. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 9	A survey published as a research letter in the <i>New England Journal of Medicine</i> shows vaping--using e-cigarettes --has more than doubled among teens in the past 2 years. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 10	Do you know that butane (used in lighter fluid), lead (found in batteries), and carbon monoxide (released in car exhaust) are all found in tobacco cigarettes? Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 11	Secondhand smoke causes stroke, lung cancer, and heart disease in adults. Want to quit smoking? Call 1-800-QUIT-NOW
Tweet 12	Children who are exposed to secondhand smoke are at increased risk for sudden infant death syndrome, acute respiratory infections, middle ear disease, more severe asthma, and slowed lung growth. Want to quit smoking? Call 1-800-QUIT-NOW

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Embedded link	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/tobacco/infographics/youth/index.htm#anchor_1524068126493			10/21/19	Source: Centers for Disease Control and Prevention
Instagram 2		https://www.cdc.gov/tobacco/infographics/health-effects/index.htm		Smoking can damage almost every part of your body	10/21/19	Source: Centers for Disease Control and Prevention

<p>Instagram 3</p>		<p>https://www.cdc.gov/tobacco/buttons/tips/index.htm</p>	<p></p>	<p>You can Quit.</p>	<p>10/22/19</p>	<p>Source: Centers for Disease Control and Prevention</p>
<p>Instagram 4</p>		<p><blockquote class="twitter-tweet" data-lang="en"><p lang="en" dir="ltr">Share this with someone you know to help them start their journey to #BeTobaccoFree: http://t.co/CdEQmLDwjF pic.twitter.com/O1WYwEePmj</p>&mdash; HHS.gov (@HHSGov) April 1, 2015</blockquote><script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script></p>	<p>Steps to take on your Quit Day</p>	<p>Steps to take on your Quit Day</p>	<p>10/22/19</p>	<p>Source: U.S. Department of Health and Human Services (smokefree.gov)</p>
<p>Instagram 5</p>		<p>https://www.cdc.gov/tobacco/basic_information/health_effects/heart_disease/index.htm</p>			<p>10/22/19</p>	<p>Source: Centers for Disease Control and Prevention</p>

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#NoTobacco
Hashtag 2	#GreatAmericanSmokeout
Hashtag 3	#QuitSmoking
Hashtag 4	#BanTobacco
Hashtag 5	#TobaccoKills
Hashtag 6	#StopSmoking
Hashtag 7	#BeTobaccoFree
Hashtag 8	#NonSmoker
Hashtag 9	#LungCancer
Hashtag 10	#SmokingKills

VIDEO (OPTIONAL)

Media	Image	Embedded link	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos							
Video #1		<pre><iframe width="560" height="315" src="https://www.youtube.com/embed/Yb0zDUzSktY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe></pre>	https://www.youtube.com/watch?v=Yb0zDUzSktY	Tips from Former Smokers – Christine: I have to Quit (length 1:04)	10/21/19	SV	Source: Centers for Disease Control and Prevention
Video #2		<pre><iframe width="560" height="315" src="https://www.youtube.com/embed/leVsQaJE5II" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe></pre>	https://youtu.be/leVsQaJE5II	Tips from Former Smokers – Becky’s Tips (length 0:29)	10/21/19	SV	Source: Centers for Disease Control and Prevention
Video #3		<pre><iframe width="259" height="146" src="https://www.youtube.com/embed/zTPwrMayw08" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe></pre>	https://youtu.be/zTPwrMayw08	Leonard’s (Nimoy) More Time (length 0:29)	10/21/19	SV	Source: Centers for Disease Control and Prevention